



## HUW JONES

Digital Designer

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**DIGITAL FOLIO**  
www.vectorzero.com.au

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## CURRENT EMPLOYMENT

### Senior Digital Designer, Sonia Health

July 2014 – Present

With a leading team of health professionals, medical writers, animators and communications experts, Sonia is creating world-first products to empower people to take control of their healthcare, easily understand health issues and link with health professionals.

Sonia's main focus is the development of next generation digital health products which are both enormously complex and unique in their vision.

As the lead designer at Sonia, I'm responsible for the entire spectrum of design material in the company. This includes digital interfaces, printed brand collateral and supporting marketing material.

The position requires a high level of motivation and attention to detail along with a passion for interface design and quality user experiences and an ability to provide leadership and direction throughout the design process.

### MAJOR RESPONSIBILITIES

- Lead product design activities which respond to the core business objectives and stakeholder requirements
- Provide feedback and direction to other design and development staff to ensure that products are delivered to a consistent standard and in response to specific management requirements
- User flow analysis, creation of site maps, interactive prototyping and wireframing using Axure
- User interface design mockups created in Photoshop followed by the development of responsive layouts and components in HTML and CSS, with necessary consideration for integration with content management systems

### POSITION REQUIREMENTS

- Work closely with and assist the various departments across the company
- Ability to work and communicate effectively in a team environment while providing direction, advice and support to other designers and developers
- A high level of proficiency with Adobe CC applications for creative production in both print and digital media
- Lead by example with colleagues in terms of design standards, processes, quality assurance and responsiveness
- Excellent problem solving and time management skills with the ability to manage tight and conflicting deadlines during busy periods, including the hiring and management of freelance designers
- Keeping abreast of new and changing technologies in the creative sphere and proposing suitable applications to the product team



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## PREVIOUS EMPLOYMENT

### Senior Digital Designer, Fraynetwork Multimedia

March 2012 – July 2014

Fraynetwork provides multimedia solutions including high quality, award winning websites, database driven web applications, mobile applications, e-learning resources, print, branding and video production.

#### MAJOR RESPONSIBILITIES

- Concept and planning for website and mobile application interfaces including wireframing and creation of site maps through to mockups created in Photoshop
- Lead the design phase and provide direction to other design staff to ensure that products are delivered to Fraynetwork's standards and in response to specified client requirements
- Design and development responsive websites, mobile applications for both iOS and Android and front-end development using HTML5 and CSS3

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### Graphic/Digital Designer Senior Finished Artist, SAE Creative

September 2007 to March 2012

SAE Creative is a design agency offering a range of services including branding, marketing strategy, advertising and digital design and development. The company's focus and experience lies in the not-for-profit, consumer goods, property and senior's living sectors.

#### MAJOR RESPONSIBILITIES

- Concept and design of website interfaces including wireframing and creation of site maps through to mockups created in Photoshop
- Design and finished art for a wide range of print collateral including - newsletters (electronic and hard copy), brochures, stationery, posters, proposals / tender documents, electronic templates (MS Word etc), magazines and style guides
- Planning and art direction of studio and location photo shoots

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### Graphic Designer & Pre-Press/Finished Artist, Snap Printing South Melbourne

March 2004 to September 2007

Snap Printing offer a range of services including graphic design, offset printing, digital printing and copying. My role within the company progressed from sales representative to responsibility for managing the artwork and pre-press department.

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## FREELANCE

### vectorzero Digital + Print Design

2005 to present

In recent projects I have designed, developed and project managed the production of websites for a range of clients, including retail fashion and childrens' fitness - both of which required an e-commerce component. Other projects have included a strong emphasis on point of sale and have involved the promotion of weekly events within the hotel/nightclub industry.

I have been called on to re-brand specific nightly events, re-vamp and produce ongoing collateral for hotel food and drinks menus and provide concepts for ticketing and promotion of independent events. I have also provided creative direction for concepts to market a new energy drink product, involving a point of sale advertising campaign.



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## STUDIES & SKILLS

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### Education

#### BACHELOR OF MULTIMEDIA

Monash University, Caulfield  
(Graduated 2003)

#### DIPLOMA OF MULTIMEDIA

Australian Business  
Development Centre, Geelong  
(Graduated 1999)

#### VCE

Ballarat and Queens'  
Anglican Grammar School  
(Graduated 1997)

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### Capabilities

- High level of creativity and brand awareness, with experience overseeing projects from initial planning, wireframing, prototyping and concept development through to deployment
- Ability to design and develop HTML5 and CSS3 based layouts during the project design phase
- Excellent typographical and layout abilities within a range of digital and print formats
- Ability to plan and provide art direction for projects requiring studio and location photography
- Advanced pre-press file preparation and output - including spot colour artwork - proofing, creating impositions and PDF document preparation

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### Technical Proficiency

#### SOFTWARE

- Highly proficient with Adobe Creative Cloud - specifically Photoshop, Illustrator, Indesign, Dreamweaver, Bridge and Acrobat
- Axure (Interactive wireframing)
- Microsoft Office
- SmartSVN/TortoiseSVN

#### PLATFORMS

Excellent working knowledge of both Mac OS and Windows platforms

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## REFEREES

#### STEVE DARMODY

Senior Digital Strategist / UX Lead  
Ladoo  
M: 0413 596 158

#### RICHIE MELDRUM

Creative Director  
Yoke  
M: 0431 810 751

Thanks for taking the time to look over my curriculum vitae.  
If you haven't already done so, please visit my portfolio at:

[www.vectorzero.com.au](http://www.vectorzero.com.au)